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AUTHOR Wolpin, William Mark
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ABSTRACT

Twenty-three "social effect" concept statements were investigated in this study dealing with advertising's portrayal of married life; vanity, sexual, snob, and fear appeals; the use of black models in ads; product puffery--conformity to other's social lifestyles; and over-the-counter drug advertising. A questionnaire was mailed to 393 Atlanta, Georgia advertising agency executives with 112 executives returning the completed questionnaire. The responses to the 23 social effect concepts were classified by the individual's propensity for authoritarianism, and a t-test analysis was used to establish the significance between the responses of the authoritarian subgroupings. The overall mean score responses indicate that the advertising practitioner is basically neutral in his attitude toward the potential social effects of advertising. (Author/RB)

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The Perception of Advertising's Potential Social Effects By High and Low Authoritarian Advertising Practitioners

by

William Mark Wolpin

Henry W. Grady School of Journalism
The University of Georgia
Athens, Georgia 30601

Advertising Division

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Problem

In these days of technological advancements, our society on the whole is better informed and formally educated than any other in history. Information is not,however, tantamount to understanding. Our society, therefore, as a part of the evolutionary process has recently been questioning much of the input factors that affect our personal growth and development. In other words, we have been re-evaluating the impact of the various institutions in our lives. These inquires have reached virtually every institution in American life. Established institutions such as education, government, and even the family unit are being scrutinized and affected. Advertising, once defined as a function of the marketing process has attained a social significance and even an institutional status. Advertising's importance, due in part to its large, increasing output measured in dollars, is open to wide and varied debate. The social issues surrounding advertising are themselves products of the characteristically unsettled and disgruntled society. As the members of our society have become more informed, they have also learned to question certain aspects and the institutions involved. It is a natural step, therefore, for the members of our society to question societal order, structure, and values.

What is advertising's relationship to the proceeding discussion? Currently groups representing women, children, the poor and uneducated, and the general consumer are taking issue with many advertising claims and tactics of persuasion. Psychiatrists, educators including mass communicators, sociologists, psychologists, and journalists along with other social scientists are eagerly entering into

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the field to study the social effects of advertising. Federal and state legislators are rapidly becoming consumer advocates while governmental regulatory agencies are investigating various claims made against specific ads. As to the validity of these claims, only time, research, and judgement will tell.

Until then research must be conducted to establish other variables that relate to the entire advertising process. This study delves into the attitudes of today's advertising practitioner concerning general and specific effects of advertising on the consumer and society.

Secondary Sources Relating to the Problem

The number of articles that concentrate on the possible social effect of secondary or incidental learning gained from advertising are few and far between. The need for research in this area, as pointed out by the articles, is great. "Research on the influence of advertising is another stink. 'With all its large expenditures on research, advertising and industry have completely disregarded the question of how advertising effects the society in which it operates,' says William G. Capitman, president of the Center for Research in Marketing. 'My own conclusion is that advertising, backed by academics and paid for by industry, pursues a course of complete irresponsibility and lack of social concern.' "[1]

The use of certain appeals has also gained some attention. "Little attention has been paid to ethical and social questions concerning the use of fear appeals in marketing...What is the extent of variation of this impact on various socio-economic classes..."[2]

One article published in 1972 entitled "Advertising Image: Puffery or Effrontery?" by Thomas De Baggio outlines the current attitudes of many social groups towards the effects of advertising:

> "Environmentalists have charged that many corporate ads proclaiming anti-pollution are only masks for greed-induced ecological disasters... Spokesman for the Nation's poor, including officials of the federal anti-poverty agency, have criticized ad agencies for not taking into consideration the consequences of their materialistic propaganda. 'Lacking the possessions and services depicted by the media and by advertising as necessities of modern living, they [the poor] are psychologically conditioned to equate possessions with well-being...' 'There seems to be an attitude by the advertisers that America is basically a racist society,' says Domingo Nick Peyes, director of the National Mexican-American Anti-Defamation Committee...'The prevideo standards of unfairness and deception are no longer sufficient to protect consumers against the high-pressure supersell of the television commercial,' argues Whitney Adams of the National Organization for Women... 'All product advertising directed to children is misleading and unfair,' the Action for Children's Television organization maintains... Even business has become disenchanted. A Harvard Business Review poll of 2,700 executives reported...that two of every three businessmen believe that advertising failed to present ' a true picture of the product advertised...' businessmen are increasingly uneasy about other aspects such as truthfulness and social impact...Legislators are also showing concern...advertising's social implications occasion the most interest on Capitol Hill."[3]

Senator Frank Moss, for instance, has recently reintroduced a bill to Congress, "which would set up a specific institute, with federal funds to conduct research on the psychological and social impact of advertising and marketing."[4] This bill is being supported by many people in the area of social science research. Michael Rowen, the president of a large Washington-based social-research organization is in favor of Senator Moss's bill "...because there is a lack of research on the effects of advertising on people."[5]

Dr. Natalie Shainess, a psychiatrist and psychoanalyst from New York in her testimony to the Moss Senate subcommittee early in 1973 stated "...that advertising, in some measure, contributes to some of society's problems including the rising divorce rate, the failure of man-woman relationships, the loosening of the family structure and dependency on drugs."[6]

The Federal Trade Commission's assistant director for national advertising in the Bureau of Consumer Protection, Gerald Thain, addressed an American Management Association's recent conclave on "Truth in Advertising." Mr. Thain made three points worth repeating:

> "Advertising claims imply... substantial benefits toward satisfying basic emotional needs or anxieties such as the need for affection or acceptance, when the advertised product does not in fact offer such benefits...Advertising clearly associates a product with strongly held social values when in fact the product has no significant relationship to such social values...Advertising of products of particularly vulnerable population groups when evaluation of the advertised product requires a mature and sophisticated analysis which the members of the population groups are unable to undertake."[7]

There seem to be an abundance of charged being leveled against advertising and a distinct lack of research being attempted by social scientists. The need for research in this area are great; almost every article cites the necessity of gathering further data. One issue is clear: If the charges being made are not carefully reviewed by the advertising industry, social scientists, and the federal government, then the best interests of the public will not be served.

Modern Mass Media Advertising

The relationship of the mass media and their audience is complex and diverse. The mass media's content, including advertising, contains messages to be individually perceived and interpreted. The question is, "...how have the media influenced us as individuals in terms of persuading us to believe in new political ideologies, to vote for a particular party, to purchase more goods, to alter or abandon our cultural tastes, to reduce or strengthen our prejudices, to commit acts of delinquency or crime, to lower our standards of sexual morality, to alter our patterns of family recreation, to adopt an innovation, or to change our patterns of behavior in some other significant way as a result of attention to the content of mass communications."[8]

Of the many theories developed in the study of Mass Communcations, the "individual differences theory" is important to the understanding of today's social/psychological advertising. "The essence of the idea is that an effective persuasive message is said to be one which has properties capable of altering the psychological functioning of the individual in such a way that he will respond overtly (toward the item that is the object of persuasion) with modes of behavior desired or suggested by the communicator."[9] Advertising messages are intended to arouse the consumer's attention, hold his interest, and make a favorable impression. The desired end of that favorable impression is a purchase and ultimately product loyalty. Advertising messages contain specific appeals directed at their target market. One "...example would be an attempt to promote the purchase of a patent medicine (overt action) by instilling a fear of poor health or continued suffering (psychological process)...

Among the many psychological concepts that have been used intervening variables are sexual urges, status drives, desires for social approval, anxieties, fears, vanity, and a host of others."[10]

The nature of the effects of advertising is not limited to the purchase of a product. "Children learn new ideas and practices from the media through a process of incidental learning. This may be totally unrelated to the intent of the educators or persuaders."[11] Advertising messages, therefore, contain many elements that potentially affect the individual and society. "Persuasive messages presented via the mass media...can present definitions to audiences with respect to innovations in such a way that the listener is led to believe that these are the socially sanctioned modes of orientation toward such objects in groups that are of signficance to him. The communicator provides social realities..."[12]

Authoritarianism: A Personality Measure

Authoritarianism is a personality characteristic common to every individual in our society. The high authoritarian personality is characterized by strong preconceived attitudes and beliefs about life and people. Individuals who rank high on the authoritarian scale tend to be dogmatic and rigid as opposed to the less structured, more flexable low authoritarian. The high authoritarian person feels a need for order, discipline, and conformity. He likes authority and has in the past been referred to as a "power-personality." The high authoritarian would be less prone to accepting new ideas and methods because of his basic aversion to change. Closemindedness characterizes the nature of the high authoritarian individual's personality. Also, the

high authoritarian is skeptical and distrusts most individuals until they prove themselves trustworthy. The low authoritarian is more likely to admire great artists, humanitarians, and scientists whereas the higher authoritarian has the most regard for leadership and power.[13]

The authoritarian personality factor is being used as a variable in this study to compare and contrast the advertising practitioner's attitudes concerning the perceived potential social effects of secondary or incidental learning gained from advertising.

Hypothesis

For the purpose of measuring ones attitudes towards the potential social effects of advertising, the practitioner is requested to respond in this basic area:

Respondent's reaction to specific potential social effect statements.

The hypothesis states:

> The high authoritarian advertising practitioner will be less likely to perceive potential negative social effects as a result of advertising content.

The high authoritarian practitioner will perceive the potential negative social effect statements as a threat to his profession and personal livelihood. Based on this knowledge of the authoritarian personality structure, the author feels that if the high authoritarian practitioner does not perceive advertising's social effects as represented in this study, it is not likely he would consider social effects resulting from his selection of advertising content. For instance, if the practitioner does not perceive negative social effects resulting from the use of snob appeals, product puffery, or fear appeals in his advertisements, it is

likely he would not hesitate using using these appeals. Therefore his behavior in the selection of advertising content would not reflect a concern for the negative social effect.

Methodology

The sample for this study was drawn from the executive level of the Atlanta, Georgia, advertising agency community. A total of three hundred and ninety-three (393) men and women were selected according to their executive positions in ninety-eight (98) out of the nearly one hundred and fifty (150) advertising agencies.[14] The sample included agency presidents, vice-presidents, account supervisors and executives, and media, copy, research, and production executives. These names were located in both the August, 1973, edition of the Advertising Agency Red Book and the March, 1973, edition of Southern Advertising Markets.

Included in the sample were Atlanta's nine largest agencies. There nine agencies' billings "...accounted for more than 85 million dollars. And that is estimated to be about 90 percent of the total billed by local agencies."[15]

In early February, 1974, all three hundred and ninety-three potential respondents were mailed a package including a cover letter, the questionnaire, and a self-addressed, stamped envelope.

The Questionnaire

The questionnaire includes two sections designed to provide specific information about the respondent. The practitioner is initially requested to respond to a

set of potential social effect statements. (See the Appendix for a copy of the questionnaire) The concepts developed for the first section were a compilation of ideas found in articles, books, and other literature dealing with the potential social effects of advertising.[16] Each statement examines either an advertising function, appeal, or technique and a potential social effect or implication. In this section responses are measured by a five-interval scale ranging from "Strongly Agree" to "Strongly Disagree." This scale affords the respondent ample opportunity to give a specific opinion on each concept statement.

The second set of questions are designed to measure the individual's propensity for authoritarianism (F-Scale). The practitioner's responses to the F-Scale statements will be the basis for trichotimizing the rank order authoritarianism scores. A t-test will be used to analyze the data to establish the significance of the variance between the high, middle, and low authoritarian mean score responses. In this way the practitioner's attitudes towards advertising's social effects can be measured and compared to test the hypothesis that low authoritarian practitioners will perceive more social effects as a result of advertising content than will the high authoritarian practitioners. The data will be used to gauge the practitioner's overall attitudes towards advertising's social effects. A factor analysis will also be run to determine the affinity for particular types of advertiser responses to particular concept areas.

Findings

One hundred and twelve Atlanta, Georgia, advertising agency executives out of three hundred and ninety-three queried returned a completed questionnaire. Thus 30% of the questionnaires were completed and returned.[17] Forty-one were classified as high authoritarian, thirty-nine were classified as middle authoritarian, whereas

thirty-two were classified as low authoritarian practitioners. This classification system resulted from trichotomizing the rank-order authoritarianism scores for all respondents. Tie scores resulted in less than three equal sized categorization level. A totaled F-Scale score of twenty-six or less categorizes a respondent as a low authoritarian, twenty-seven to thirty as middle, and thirty-one or higher as high authoritarian.

Research Findings as They Relate to the Hypothesis

The hypothesis dealt with the belief that respondents classified as high authoritarian would perceive less potential negative social effects of advertising than the low authoritarian respondent. As the results indicate, however, authoritarianism had little effect as to how the advertising practitioners responded to the twenty-three potential social effect statements.

A t-test analysis wasused to establish the significance between the responses of the low, middle, and high authoritarian practitioner. On the whole, the low and high authoritarian practitioners tended to respond similarly. Of the responses by low and high authoritarian practitioners to the twenty-three potential effect statements only three between group mean score responses were found to be significantly different. (The statements include (2) "The misuse of the English language in advertisements affects the everyday use of the language."; (11) "Advertiser's portrayal of life as continuing problems solved by the purchasing of products misrepresents the value of purchasing products."; and (17) "The limited amounts of information given in advertisements tends to make the consumer think superficially about products or issues.") The differences between the responses of the low and high authoritarian practitioners for the balance of the effect statements were not significant.

----- Table # 1 about here -----

Findings as They Relate to the Effect Concepts

The overall mean scores for the twenty-three effect statements ranged from 1.83 to 3.32 (where 1 = Strongly Agree and 5 = Strongly Disagree). Seven of the overall mean score responses indicate that the responding advertising practitioners "Agree" that certain advertising techniques, appeals, or functions have a certain effect on the society. Responding advertising practitioners "Agree" that the misuse of the English language in ads affects the everyday use of the language; that dramatizing war scenes in advertisements aimed at children confuse them as to the nature of real war; that the use of black models in ads has a positive impact on society's racial relations; that portraying married life in ads as problems solved by purchasing products misrepresents the general relationship of married couples; that false or misleading claims in ads harm the long term sales for the product; that the use of advertising contributes to freedom of speech; and that various appeals in ads promote a certain conformity to other's social lifestyles.

In three cases responding advertising practitioners "Disagreed" that certain advertising appeals or techniques have an effect on society. Advertisers "Disagree" that the use of "snob appeals" in ads glamourizes the higher social classes to the detriment of the lower social classes; that advertising's emphasis on "youth" contributes to the belief that older individuals are no longer an integral part of society; and that fear appeals used in ads increase the level of general anxiety in society.

The practitioners neither "Agreed" or "Disagreed" with the balance of the concept statements.

----- Table # 2 about here -----

A factor analysis was run in order to determine the affinity for particular types of advertiser responses to particular concept statements within the twenty-three conceptual areas under investigation.

Factor # 1 is termed "Distortion of Interpersonal Relations." The concepts found in these statements include certain advertising appeals or techniques such as vanity, sexual, and snob appeals and a potential negative social effect from the use of these appeals such as "not giving a balanced view of the importance or value of physical beauty" (vanity appeals); "not promoting a normal and healthy attitude towards sex in our society" (sex appeals); and "glamourizes the higher social classes to the detriment of the lower social classes" (snob appeals). Each concept in this set of statements included in Factor # 1 is an example of "value slanting" that potentially influences the exposed individual's value system. Each appeal or technique has the potential to alter the individual's perception of interpersonal relations in the society. The high and low authoritarians' responses to the statements in Factor #1 were mostly split between "Agree" and "Neutral" while the middle authoritarians' responses were split between "Neutral" and "Disagree." The overall mean score responses were generally "Neutral."

Factor # 2 is termed "Conformity of Social Behavior." Concepts in this grouping include the advertising of personal hygiene products and over-the-counter drugs along with the various appeals that promote conformity to others' social

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lifestyles. Certain advertising appeals promote a conformity to "do what others are doing" and "buy what others are buying" especially when it appears that the purchase creates happiness or satisfaction for the buyer. Again these statements conclude with a potential social effect such as "contributing to our drug-oriented society" (over-the-counter drug advertising); and "transforming us into a society overly concerned about body odors and cleanliness" (advertising personal hygiene products). With few exceptions the high, middle, and low authoritarians' responses to these statements in Factor # 2 were "Neutral." The overall mean score responses, with one exception, were all"Neutral."

Factor # 3 is termed "Institutional Freedoms." Included in this factor are statements concerning the institutional-type functions of advertising such as the use of advertising contributing to freedom of speech; the misuse of the English language in ads affecting the everyday use of the language; the use of black models in ads having a positive impact on racial relations; and false and misleading claims in ads harming the long term sales for the product. The high authoritarians "Agreed" with more of these statements than did their middle and low authoritarian counterparts. The middle and low authoritarians tended to be less in agreement and more "Neutral" in their responses. With one exception, the mean scores for all statements which loaded highly in this factor represented an "Agreement" with the concepts.

----- Table # 3 about here -----

Analysis of Statement Twenty-Four and Twenty-Five

Statements twenty-four and twenty-five were used in a survey of non-respondents to the questionnaire to determine if the non-respondents differed from those who returned a completed questionnaire. A total of thirty non-respondents were contacted by telephone and asked to respond to both statements.

Statement twenty-four concerns the respondent's interest in serving the social needs of the public. Both the non-responding mean score ($\bar{x}$=2.26) and the responding mean score ($\bar{x}$=2.22) represent an agreement with the statement. There was no significant difference between the two mean scores. Both the responding and non-responding practitioners agree that they are interested in serving the social needs of the public.

Statement twenty-five concerns the respondent's perception of their fellow practitioner's interest in serving the social needs of the public. There was a significant difference between the non-responding mean score ($\bar{x}$=2.80) and the responding mean score ($\bar{x}$=3.42). The non-responding practitioner's mean score was "Neutral" whereas the responding practitioner's mean score represented a "Disagreement" with the statement. Comparing the response to statement twenty-four with the response to statement twenty-five, both the responding and non-responding advertising practitioners feel that he or she is more interested in serving the social needs of the public than the rest of their fellow advertising practitioners. The implication of this finding will be discussed in the conclusion.

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Conclusions

As the primary research findings show, the results proved to be the antithesis of the hypothesis. The main variable in the study, the authoritarian personality factor, proved to be insignificant in so far as the responding advertising practitioner's perception of advertising's potential social effects.

If the hypothesis were proved accurate, then the lower authoritarian practitioner's responses would have been more perceptive of the social effect and thereby reflective of potentially socially responsible behavior. It was the higher authoritarian however who was more perceptive of advertising's social effects. In only three of the twenty-three social effect statements were there any significant differences in the mean score responses of the low and high authoritarian subgroups. In each case the higher authoritarian mean score response was lower (closer to "agreement") than the low authoritarian mean score response. Therefore in those cases where a significant difference existed between mean score responses of low and high authoritarians, the higher authoritarian's responses represented a more perceptive and socially responsible attitude towards the potential for a social effect as a result of advertising content. It should also be noted that the higher authoritarian's mean score responses were lower (closer to "agreement") than the low authoritarian's mean score responses in fifteen out of the twenty-three social effect concept statements.

What explanation could be offered concerning the testing of the hypothesis? Is the authoritarian personality a relevant factor concerning socially responsible behavior on the part of the advertising practitioner? Perhaps the practitioner

being an executive with a "professional attitude" responded according to his perceived role as a professional. This"professional attitude" could lead to greater understanding as to what is necessary to improve the public image and to solve the current controversies surrounding the advertising industry. The majority of the advertising practitioners are most likely attuned to the criticisms of their industry and, regardless of their propensity for authoritarianism, would desire reasonable remedies for the problems facing the advertising field.

It should be noted again that the authoritarian subgroupings were a result of trichotomizing the rank order authoritarianism scores for all responding practitioners. Because of the critical nature of many of the effect concepts it is possible that many of the highest authoritarians in the population perceived a potential threat or were offended and therefore failed to respond to the questionnaire. In the analysis of statements twenty-four and twenty-five it was noted that there was a significant difference between the non-responding advertising practitioner's mean score response ($\bar{x}$=2.80) and the responding practitioner's mean score response ($\bar{x}$=3.42) to statement twenty-five. As the overall findings indicate the higher authoritarians seem to be more perceptive of the concepts and potentially more socially responsible in their behavior. In regard to statement twenty-five, both the high authoritarian's mean score response ($\bar{x}$=3.17) and the non-respondent's mean score response ($\bar{x}$=2.80) were "Neutral." On the other hand, the low authoritarian's mean score response ($\bar{x}$=3.47) and the responding practitioner's overall mean score response ($\bar{x}$=3.42) both represent a disagreement. It seems

possible, therefore, that the non-respondents were composed generally of higher authoritarian individuals.

In this study the authoritarian personality factor was not a valid predictor of differences in advertising practitioner's perception of advertising's social effects. It could, however, be useful as a predictor variable in other areas of advertising research such as gauging the practitioner's perception of their role as a "professional" or of advertising's role in society. Surlin for instance found that "...high prejudiced individuals are significantly more favorable toward the institution of advertising than are low prejudiced individuals..."[18]

In conclusion, the authoritarian personality was not a valid predictor in this study for two possible reasons: First, the highest authoritarian individuals did not respond to the questionnaire because of the potential threat or offensiveness posed by the critical nature of many of the social effect concepts ; and second, the responding high authoritarian practitioner responded in defense of advertising according to his perceived role as a "professional."

Implications for the Field of Advertising

This study raises many questions relating to the secondary or incidental learning that potentially results from advertising content. How does advertising's value system affect the individual's value system? Does advertising content instruct and reinforce as well as reflect the values of society? Is the individual "socialized" in part by advertising content?

Does the advertising practitioner's personality influence advertising content? Are today's advertising practitioners concerned about their social as well as economic responsibilities?

As the results indicated, the higher authoritarian practitioner perceived more social effects as a result of advertising content than the lower authoritarian practitioner. Will the high authoritarian practitioner's attitudes, in turn, ultimately affect his "professional" behavior? Will the practitioner take into account his perception of the social effects of using certain appeals or techniques when choosing the content for his advertisements? Judging by the author's understanding of the authoritarian personality, it may be likely that the high authoritarian practitioner would defend his professsion by agreeing with a number of advertising's social effects without carrying that attitude over to his actions. If, in time, systematic research is conducted to determine if specific appeals or techniques used in advertising have a social effect and if the general policies of the advertising practitioner do not change accordingly, then this author would feel certain about this conclusion. At the present state of research in this area, only an inferential relationship can be drawn between advertising practitioner's attitudes towards the social effects of advertising and his behavior in this area.

In order for his work to be believable, the advertiser must be trustworthy in the eyes of society. In a late November, 1973, poll taken by the Lou Harris organization, the public was asked how much respect they had in the people running a series of businesses and professsions. Only sixteen percent of those polled said they had a "great deal of respect" for the leadership of the advertising industry. This poll placed advertising leadership next to the

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bottom of the list of business and professional leaders. One conclusion Harris made about the credibility crisis in the business community seems applicable to the advertising community. The advertising industry "...has not been in the fore in seeing the impact of rapidly changing values about the quality of life on its own way of doing business."[19]

The advertising industry is a business of trends and change. In the past decade we have seen changes in advertising reflecting a concern for many social issues. For instance we now have a more accurate representation of blacks in advertisements. The attitudes towards children's advertisements has changed taking into account the research conducted in this area. And violence in advertisements has all but disappeared. But other issues concerning the use of psychologically oriented appeals found in advertising such as fear, sex, vanity, and snob appeals and the portrayal of various other aspects in life such as expressions of love and man and woman relationships need the attention of both the practitioner and the researcher. For with a studied reflection of the past, a perceptive attention to the present and an imaginative interpretation of the future, advertising will be able to serve all the interests of the society.

Footnotes

[1]Thomas De Baggio, "Puffery or Effrontery?" Nation, January 17, 1972, pp. 79-80.

[2]Homer E. Spence and Reza Moinpour, "Fear Appeals in Marketing--A Social Perspective," Journal of Marketing, Vol. 36 (July, 1972), p.39.

[3]Thomas De Baggio, op. cit.

[4]"Cry for Ad Reforms Grows Louder," Broadcasting, March 5, 1973, pp. 20-21.

[5]Ibid.

[6]Ibid.

[7]Ibid.

[8]Melvin L. De Fleur, Theories of Mass Communication, second edition, (New York: David McKay, Inc., 1972) p. 118.

[9]Ibid., p. 140.

[10]Ibid., p. 140-141.

[11]Ibid., p. 142.

[12]Ibid., p. 147.

[13]For further understanding of the authoritarian personality see Allport's The Nature of Prejudice, pp. 382+.

[14]Eleanor Clift, "Ideas for Sale," Atlanta Magazine, Vol. 13 (May, 1973) p. 65.

[15]Ibid., p. 66.

[16]These articles include Thomas W. Anderson and William H. Cunningham, "The Socially Conscious Consumer," Journal of Marketing, Vol. 36, (July, 1972) pp. 23-31.; "Cry for Ad Reforms Grows Louder," Broadcasting, Vol. 34, No. 10 (March 5, 1973), pp. 20-22.; Thomas De Baggio, "Puffery or Effrontery?" Nation, January 17, 1972, pp. 79-83.; Melvin DeFleur, Theories of Mass Communication, second edition, New York: David McKay, Inc., 1972, Chapter VII.; John A. Howard and Spencer Tinkham, "A Framework for Understanding Social Criticisms of Advertising,"

Footnotes (Con't)

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[17]The return rate for this survey compares quite favorably to the 27% return rate experienced by Stephen A. Greyser and Bonnie B. Reece in their survey of Harvard Business Review subscribers, "Businessmen Look Hard at Advertising," Harvard Business Review, May-June, 1971, p. 19.

[18]Stuart H. Surlin, "The Attitudes of Prejudiced Individuals Toward the Institution of Advertising," Journal of Advertising, 2 (2) 1973, pp. 35-37.

[19]Tom Walker, "Brokers' Credibility Low," The Atlanta Journal and Constitution, Sunday, November 25, 1973, Section E, p. 1+.

TABLE # 1

Advertising Practitioner's Response to the Twenty-Three "Social-Effect" Statements
(1=Strongly Agree 5=Strongly Disagree)

STATEMENT	AUTHORITARIAN GPS. HIGH	MID	LOW	MEAN	BETWEEN SUBGROUP COMPARISONS HIGH & MID	HIGH & LOW	MID & LOW
1	2.44	2.87	2.78	2.69	1.98	1.39	0.36
2	2.15	2.46	2.66	2.40	1.40	2.14*	0.70
3	1.93	2.33	2.06	2.10	1.70	0.54	1.00
4	2.51	2.62	2.34	2.50	0.41	0.76	1.14
5	2.88	3.26	2.94	3.02	1.53	0.21	1.13
6	2.63	3.15	3.09	2.95	2.10*	1.67	0.23
7	2.90	3.62	3.44	3.30	3.02***	1.96	0.65
8	2.78	2.82	3.03	2.87	0.19	1.14	0.93
9	2.80	3.15	3.03	2.99	1.60	0.92	0.51
10	2.32	2.74	2.31	2.46	1.73	0.02	1.72
11	2.39	2.77	2.91	2.67	1.63	2.05*	0.52
12	2.39	2.80	2.75	2.63	1.86	1.54	0.17
13	2.85	3.18	2.84	2.96	1.29	0.04	1.12
14	2.85	3.15	3.09	3.03	1.05	0.76	0.18
15	1.80	1.90	1.78	1.83	0.52	0.12	0.50
16	2.15	1.95	2.06	2.05	1.00	0.39	0.54
17	2.83	3.18	3.44	3.12	1.55	2.53**	1.11
18	2.93	3.15	2.59	2.91	0.94	1.40	2.26*
19	2.86	3.08	2.78	2.91	0.86	0.26	1.03
20	2.37	2.56	2.31	2.42	1.07	0.26	1.19
21	3.10	3.56	3.19	3.28	1.72	0.29	1.27
22	2.61	3.26	2.97	2.94	2.59**	1.25	0.99
23	3.15	3.41	3.44	3.32	1.19	1.12	0.11

Significance Level
* .05 level
** .02 level
*** .01 level

TABLE # 2

Advertising Practitioner's "Agreement" in Seven Conceptual Areas

(1=Strongly Agree 5=Strongly Disagree)

STATEMENT	AUTHORITARIAN GPS. HIGH	MIDDLE	LOW	MEAN
(2) The misuse of the English language in advertisements affects the everyday use of the language.*	2.15	2.46	2.66	2.40
(3) Dramatizing war scenes to advertise children's war toys, dolls, and games confuse children as to the nature of real war.	1.93	2.33	2.06	2.10
(4) The use of black models in advertisements other than for black-oriented products has a positive social impact on racial relations in our society.	2.51	2.62	2.34	2.50
(10) Advertisers portrayal of married life as continuing problems solved by the purchasing of products misrepresents the general relationship of married couples.	2.32	2.74	2.31	2.46
(15) False, misleading, or exaggerated claims found in advertising harm the sales for that product in the long run.	1.80	1.90	1.78	1.83
(16) The use of advertising contributes to the freedom of speech in our society.	2.15	1.95	2.06	2.05
(20) Various appeals found in advertisements promote conformity to other's social lifestyles.	2.37	2.56	2.31	2.42

*Significant difference between High and Low Authoritarian @ .05 level.

TABLE # 2(Con't)

Advertising Practitioner's "Disagreement"
in Three Conceptual Areas
(1=Strongly Agree 5=Strongly Disagree)

STATEMENT				
(7) Advertiser's use of"snob appeals" glamourizes the higher social classes to the detriment of the lower social classes.*	2.90	3.62	3.44	3.30
(21) The emphasis on youth in advertisements contributes to the belief that older individuals are no longer an integral part of society.	3.10	3.56	3.19	3.28
(23) The use of fear appeals in advertising has increased the level of general anxiety feelings in the society.	3.15	3.41	3.44	3.22

*Signficant difference between High and Middle Authoritarian @ .01 level.

TABLE # 3

Factor Loading of the Concept Statements

(1=Strongly Agree 5=Strongly Disagree)

FACTOR # 1 - "DISTORTION OF INTERPERSONAL RELATIONS"

STATEMENT	AUTHORITARIAN GPS. HIGH	MIDDLE	LOW	MEAN
(1) The use of vanity appeals while advertising cosmetic, diet, or other such items does not give the consumer a balanced view of the importance or value of physical beauty.	2.44	2.87	2.78	2.69
(5) The general nature of the various sex appeals found in advertising does not promote a normal and healthy attitude towards sex in our society.	2.88	3.26	2.94	3.02
(7) Advertiser's use of "snob appeals" glamourizes the higher social classes to the detriment of the lower social classes.*	2.90	3.62	3.44	3.30
(9) Product puffery found in advertising influences our "puffing the truth" in other areas of interpersonal relations.	2.80	3.15	3.03	2.99
(10) Advertisers portrayal of married life as continuing problems solved by the purchasing of products misrepresents the general relationship of married couples.	2.32	2.74	2.31	2.46
(11) Advertisers portrayal of life as continuing problems solved by the purchasing of products misrepresents the value of purchasing products.**	2.39	2.77	2.91	2.67

*Significant difference between High and Middle Authoritarian @ .01 level
**Significant difference between High and Low Authoritarian @ .05 level

TABLE # 3(Con't)

Factor Loading of the Concept Statements
(1=Strongly Agree 5=Strongly Disagree)

FACTOR # 2 - "CONFORMITY OF SOCIAL BEHAVIOR"

STATEMENT	AUTHORITARIAN GPS. HIGH	MIDDLE	LOW	MEAN
(13) The advertising of personal hygiene products has transformed us into a society overly concerned about body odors and cleanliness.	2.85	3.18	2.84	2.96
(17) The limited amounts of information given in advertisements tends to make the consumer think superficially about products or issues.*	2.83	3.18	3.44	3.12
(18) Advertising appeals promote happiness that can be satisfied mainly by materialistic gain.	2.93	3.15	2.59	2.91
(19) Over-the-counter drug advertising contributes to our drug oriented society.	2.86	3.08	2.78	2.91
(20) Various appeals found in advertisements promote conformity to other's social lifestyles.	2.37	2.56	2.31	2.42

*Significant difference between High and Low Authoritarian @ .02 level

TABLE # 3(Con't)

Factor Loading of the Concept Statements
(1=Strongly Agree 5=Strongly Disagree)

FACTOR # 3 - "INSTITUTIONAL FREEDOMS"

STATEMENT	AUTHORITARIAN GPS. HIGH	MIDDLE	LOW	MEAN
(2) The misuse of the English language in advertisements affects the everyday use of the language.*	2.15	2.46	2.66	2.40
(4) The use of black models in advertisements other than for black-oriented products has a positive social impact on racial relations in our society.	2.51	2.62	2.34	2.50
(8) Advertiser's use of "snob appeals" motivates people to raise themselves to a higher social class.	2.78	2.82	3.03	2.87
(15) False, misleading, or exaggerated claims found in advertising harm the sales for that product in the long run.	1.80	1.90	1.78	1.83
(16) The use of advertising contributes to the freedom of speech in our society.	2.15	1.95	2.06	2.05

*Significant difference between High and Low Authoritarian @ .05 level

APPENDIX

THE FOLLOWING TWENTY-FIVE STATEMENTS WERE USED IN THE QUESTIONNAIRE TO GAUGE THE PRACTITIONER'S ATTITUDES TOWARDS ADVERTISING'S SOCIAL EFFECTS. THE STATEMENTS WERE RATED ON A FIVE-INTERVAL SCALE RANGING FROM "STRONGLY AGREE" TO "STRONGLY DISAGREE."

1. The use of vanity appeals while advertising cosmetic, diet, or other such items does not give the consumer a balanced view of the importance or value of physical beauty.

2. The misuse of the English language in advertisements affects the everyday use of the language.

3. Dramatizing war scenes to advertise childrens' war toys, dolls, and games, confuse children as to the nature of real war.

4. The use of black models in advertisements other than for black-oriented products has a positive social impact on racial relations in our society.

5. The general nature of the various sex appeals found in advertising does not promote a normal and healthy attitude towards sex in our society.

6. Scenes depicting violence within advertisements contribute to violence in our country.

7. Advertisers use of "snob appeals" glamourizes the higher social classes to the detriment of the lower social classes.

8. Advertiser's use of "snob appeals" motivates people to raise themselves to a higher social class.

9. Product puffery found in advertising influences our "puffing the truth" in other areas of interpersonal relations.

10. Advertisers portrayal of married life as continuing problems solved by the purchasing of products misrepresents the general relationship of married couples.

11. Advertisers portrayal of life as continuing problems solved by the purchasing of products misrepresents the value of purchasing products.

12. The expression of love in advertisements as the spending of money and the giving of goods influences us to express our love feelings in this manner.

13. The advertising of personal hygiene products has transformed us into a society overly concerned about body odors and cleanliness.

14. Through the purchasing of time and space, advertising agencies have an influence upon the survival of mass media vehicles and therefore have an influence over mass media content.

15. False, misleading, or exaggerated claims found in advertising harm the sales for that product in the long run.

16. The use of advertising contributes to the freedom of speech in our society.

17. The limited amounts of information given in advertisements tends to make the consumer think superficially about products or issues.

18. Advertising appeals promote happiness that can be satisfied mainly by materialistic gain.

19. Over-the-counter drug advertising contributes to our drug oriented society.

20. Various appeals found in advertisements promote conformity to others social lifestyles.

21. The emphasis on youth in advertisements contributes to the belief that older individuals are no longer an integral part of our society.

22. Consumers are reinforced to be wasteful of our material resources in many cases through advertisements.

23. The use of fear appeals in advertising has increased the level of general anxiety feelings in our society.

24. I am highly interested in serving the social needs of the public.

25. Advertisers are highly interested in serving the social needs of the public.

THE FOLLOWING TEN STATEMENTS WERE USED IN THE QUESTIONNAIRE TO MEASURE THE PRACTITIONER'S PROPENSITY FOR AUTHORITARIANISM. THE STATEMENTS WERE RATED ON A FIVE-INTERVAL SCALE RANGING FROM "STRONGLY AGREE" TO "STRONGLY DISAGREE."

1. My blood boils when ever a person stubbornly refuses to admit he's wrong.

2. Most people just don't know what's good for them.

3. The main thing in life is for a person to want to do something important.

4. Some youth probably need the qualities of strict discipline, rugged determination, and the will to work and fight for family and country.

5. In this complicated world of ours the only way we can know what's going on is to rely on leaders or experts who can be trusted.

6. No sane, normal, decent person could ever think of hurting a close friend or relative.

7. Science has its place, but there are probably things that might not be understood by the human mind.

8. Seldom do weaknesses or difficulties hold us back if we have enough will power.

9. The businessman and the manufacturer are undoubtedly more important to society than the artist and the professor.

10. Nowdays everyone is prying into matters that must remain personal and private.